

## VICTOR V. CHERNETSKY

Eli Broad College of Business  
Michigan State University  
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### PROFILE

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Marketing Ph.D. candidate with nearly 20 years of managerial experience at leading multinational firms such as Procter & Gamble, Wrigley Company, and Samsung Electronics.

### INDUSTRY CAREER HIGHLIGHTS

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- Business size: from start-up to \$800 million in revenue.
- People management: managed large teams of up to 39 people.
- Budget management: oversaw marketing budgets above \$25 million.
- Industries: FMCG, consumer electronics, printing, publishing, education, etc.

### EDUCATION

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<b>Ph.D.</b>	Marketing <i>Michigan State University</i> , East Lansing, MI  <u>Dissertation</u> : “Network Centricity: Antecedents and Consequences” <ul style="list-style-type: none"><li>• Chair: Ahmet H. Kirca</li><li>• Committee: Suman Basuroy, Sung Ham, Anita Pansari</li><li>• Status: proposal defended</li></ul>	expected May 2023
<b>Master’s</b>	International Business Management <i>Kyiv National Economic University</i> , Ukraine	1998
<b>Bachelor’s</b>	International Economics <i>Kyiv National Economic University</i> , Ukraine	1997

### RESEARCH INTERESTS

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Managerially relevant problems related to firm strategic orientations, innovation, the marketing-sales interface, marketing in the C-suite, and international marketing.

### RESEARCH GRANTS

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- **MSU-CIBER Research Grant**, “The Role of National Context in Firm Strategic Orientations: A Meta-Analysis” (\$7,200), with Ahmet H. Kirca, 2020.
- **Sales Education Foundation Research Grant**, “The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing” (\$5,000), with Douglas E. Hughes, 2019.

## REFEREED JOURNAL ARTICLES

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Chernetsky, Victor V., Douglas E. Hughes, and Wyatt A. Schrock (2022), “A Synthesis of Research on the Marketing-Sales Interface (1984 - 2020),” *Industrial Marketing Management*, 105, 159–181. <https://doi.org/10.1016/j.indmarman.2022.05.014>

## RESEARCH UNDER REVIEW OR REVISION

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Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker, “Generic Title to Protect the Blind Review Process: Marketing-Sales Interface,” invited for 2<sup>nd</sup> review at *European Journal of Marketing*.

## WORKING PAPERS

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Firm Strategic Orientations and Firm Performance: A Meta-Analysis, with Ahmet H. Kirca. Status: finalizing manuscript. Target: *Journal of Marketing*.

Firm Strategic Orientations and Innovation, with Ahmet H. Kirca. Status: conducting data analysis. Target: *Journal of Marketing*.

Chief Marketing Officer Capabilities, with David A. Griffith, Ahmet H. Kirca, and Ralph Park. Status: conducting data analysis. Target: *Journal of Marketing*.

Chief Marketing Officer Personality Traits, with Ahmet H. Kirca. Status: conducting data collection. Target: *Journal of the Academy of Marketing Science*.

Salespeople Personality Traits, with Wyatt A. Schrock, Douglas E. Hughes, Yanhui Zhao, and Cindy Liu. Status: conducting data analysis. Target: *Journal of Marketing*.

## HONORS AND AWARDS

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### Research & Teaching Awards

- Stanley Hollander Teaching Excellence Award, Michigan State University, 2022.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2021.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2020.

### Consortium/Symposium Fellow

- PDMA Doctoral Consortium Fellow, University of Tennessee at Knoxville, 2022.
- Sheth/AIB Doctoral Consortium Fellow, Miami, FL, 2022
- 52<sup>nd</sup> Haring Symposium Fellow and Discussant, Indiana University, 2022.
- 56<sup>th</sup> AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2021.
- 50<sup>th</sup> Haring Symposium Fellow and Presenter, Indiana University, 2020.
- 28<sup>th</sup> Robert Mittelstaedt Doctoral Symposium Fellow and Presenter, University of Nebraska-Lincoln, 2019.

### Fellowships, Scholarships, and Non-Research Grants

- Global Speaker Program Grant, MSU-CIBER, 2022.
- Academy of International Business Doctoral Travel Award, 2022.
- MSU Ethics Symposium Graduate Award, Michigan State University, 2021.

- Professional Development Grant, MSU-CIBER, 2021.
- Colleges Online Learning Academy (COLA) Fellowship, Michigan State University, 2021.
- Global Speaker Program Grant, MSU-CIBER, 2021.
- Christine S. Carter Student Parents Scholarship, Michigan State University, 2019.
- Baylor University Fellowship, AMA Faculty Consortium: New Horizons in Selling and Sales Management, 2018.
- Graduate Office Doctoral Fellowship, Michigan State University, 2018-2022.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

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- Chernetsky, Victor V. and Ahmet H. Kirca, “Customer Centricity: A Cross-Cultural, Meta-Analytic Assessment,” *2022 AIB Conference*, Miami, FL, July 2022.
- Chernetsky, Victor V. (as Discussant), “Reducing COVID Vaccine Hesitancy By Inducing a Comparative Mindset,” a paper by Xianyu (Bonnie) Hao et al., *52<sup>nd</sup> Haring Symposium*, Bloomington, IN, April 2022.
- Chernetsky, Victor V. and Ahmet H. Kirca, “Internal International Business Case Competitions: Key Challenges and Opportunities,” *2022 NASBITE International Annual Conference*, virtual, March 2022.
- Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker (2022), “Conflict Management at the Marketing-Sales Interface,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 784, Ashlee Humphreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.
- Kirca, Ahmet H. and Victor V. Chernetsky (2022), “Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 517, Ashlee Humphreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.
- Chernetsky, Victor V., “The Impact of Chief Marketing Officer on Firm Resource Allocation Decisions in Multinational Companies,” *2021 AIB Conference*, virtual, July 2021.
- Chernetsky, Victor V. and Ahmet H. Kirca (2021), “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” in *AMA Winter Academic Conference Proceedings*, [Vol. 32](#): p. 195, Alan Malter, Stacey Menzel Baker, and Subin Im, eds. Chicago, IL: American Marketing Association.
- Chernetsky, Victor V. and Ahmet H. Kirca, “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” *AIB 2020: Journal of International Marketing / International Marketing Review Paper Development Workshop*, virtual, July 2020.
- Chernetsky, Victor V. and Douglas E. Hughes, “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales,” *50<sup>th</sup> Haring Symposium*, virtual, April 2020.
- Chernetsky, Victor V. and Douglas E. Hughes (2020), “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales,” in *AMA Winter Academic Conference Proceedings*, [Vol. 31](#): SMP-15, Bryan Lukas and O.C. Ferrell, eds. Chicago, IL: American Marketing Association.

Chernetsky, Victor V. and Douglas E. Hughes, “A Matter of Trust: Conflict Management at the Marketing-Sale Interface,” 28<sup>th</sup> *Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2019.

Chernetsky, Victor V., Douglas E. Hughes, and Valerie Good (2018), “A Blessing in Disguise: The Role of Conflict at the Marketing-Sales Interface,” in *AMA Summer Academic Conference Proceedings*, [Vol. 29](#): SS-21, David Gal, Kelly Hewett, and Satish Jayachandran, eds. Chicago, IL: American Marketing Association.

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## **OTHER PUBLICATIONS**

Chernetsky, Victor and Farnoush Reshadi (2020), “Unintended Consequences of Viagra Advertising,” *Journal of Marketing Research Scholarly Insights*, [July 9](#).

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## **PROFESSIONAL SERVICE**

### **Journal Reviewer**

- *Journal of the Academy of Marketing Science*, 2021.
- *Industrial Marketing Management*, 2020 (x2), 2021 (x8), 2022 (x2).
- *Journal of International Marketing*, 2020.
- *European Journal of Marketing*, 2018.

### **Conference Session Chair**

- “Focusing on the Customer in International Markets,” AMA Winter Academic Conference, 2022.
- “Upper Echelon and Firm Performance,” Academy of International Business (AIB) Conference, 2021.
- “Responsible, Ethical, and Social Innovation,” JPIM Research Forum of Product Development and Management Association (PDMA), 2020.

### **Conference Reviewer**

- AMA Winter Academic Conference, 2020 (x2), 2021.
- AMA Summer Academic Conference, 2018 (x2), 2021.
- AMA Global Marketing SIG Conference, 2020, 2021, 2022.
- Academy of Marketing Science Annual Conference, 2019, 2021.
- Academy of International Business Conference, 2020, 2021, 2022 (x2).

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## **UNIVERSITY SERVICE**

### **Academic Coordinator**

- 2<sup>nd</sup> Broad College International Business Case Competition, 2022, ongoing.
- Inaugural Broad College International Business Case Competition, 2021.

### **Academic Advisor**

- MSU International Business Student Organization, 2021-2022.

### **Student Team Advisor**

- SDSU-CUIBE International Business Case Competition, 2022, ongoing.
- *Finalist*, NASBITE International Student Case Competition, 2022.
- UMSL-CUIBE International Business Case Competition, 2021.

- NASBITE International Student Case Competition, 2021.
- 4<sup>th</sup> place, BisNet International Case Competition, 2020.

#### **Facilitator and Notetaker**

- MSU Ethics Symposium, Michigan State University, 2021.

#### **Judge**

- Broad College International Business Case Competition, 2021.
- All-MSU Sales Competition, Michigan State University, 2019.

### **TEACHING INTERESTS**

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- Marketing Strategy, Marketing Management, Sales Management, Market Analytics, International Marketing, International Business.
- Managerially focused courses at undergraduate and MBA levels.

### **TEACHING EXPERIENCE**

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- Past three years average teaching evaluation (instructor quality): 4.6/5.0.
- Stanley Hollander Teaching Excellence Award in 2022.

#### **Michigan State University**

2017 - present

##### *Instructor*

- International Business (undergraduate)
  - MKT310 – 731 – Summer 2022.
  - MKT310 – 730 – Summer 2022.
  - MKT310 – 102 – Summer 2021.
  - MKT310 – 101 – Summer 2021.
  - MKT310 – 730 – Summer 2020.
  - MKT310 – 201 – Summer 2019.
- Quantitative Business Research Methods (undergraduate)
  - MKT317 – 201 – Summer 2019.
- Managerial Marketing (undergraduate)
  - MKT300 – 101 – Summer 2018.

##### *Teaching Assistant*

- Market Analytics (undergraduate)
  - MKT310 – 732 – Summer 2020.

#### **Edinburgh Business School Eastern Europe**

2014 - 2017

##### *Tutor of Marketing*

- MBA Marketing Course (x3).

### **SELECTED INDUSTRY EXPERIENCE**

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#### **Samsung Electronics, Kyiv, Ukraine**

2011 - 2012

##### *Head of Corporate Marketing Department*

- Led marketing efforts for Samsung's \$800 million business in Ukraine.
- Restructured, hired, trained, and managed a 39-person marketing department team.
- Gained market leadership in the smartphone and washing machine categories.

- Achieved highest ever consumer brand tracking KPIs in 2012.

**Ukrdruk, Kyiv, Ukraine**

2006 - 2011

*Managing Partner*

- Co-managed printing & publishing house.
- Achieved fivefold revenue growth within 2 years.
- Led new business development (expansion and start-up).

**Wrigley Company, Kyiv, Ukraine**

2002 - 2006

*Regional Marketing Manager*

- Head of marketing for Wrigley's \$140 million business across 12 countries.
- Developed and implemented the new marketing strategy in Ukraine resulting in market share growth from 56% to 75% within 2 years.
- Launched high margin Orbit Professional brand extension with one of the best results in Europe (>5% share in the company portfolio).

**Efes Beverage Group, Istanbul, Turkey (HQ) / Odessa, Ukraine**

2000 - 2002

*Marketing Manager*

- Provided strategic and operational marketing support to the country marketing teams (Ukraine and Kazakhstan); managed/coordinated key regional projects.
- Led new product development of two brands (soft drink and mineral water).
- Improved brand perception, revenue, and profitability of Chernomor beer brand via the introduction of the super-premium brand extension (a novelty for the market).

**Procter & Gamble, Kyiv, Ukraine**

1997 - 2000

*Asst. Brand Manager*

- Responsible for profit, revenue, and market share of several fabric care brands.
- Developed and implemented marketing strategies and brand support activities.
- Re-launched Bonux detergent in Ukraine with 350% sales growth.

**Ukrainian Press Agency, Kyiv, Ukraine**

1996 - 1997

*Editor-in-Chief, Ukrainian Statistics Report*

- Published and managed newsletter focused on the analysis of macroeconomic trends in Ukraine.

**Miscellaneous**

- Co-founded and managed 6 startups.
- Conducted multiple consultancy projects.
- Co-published "Hazard", the first locally developed neo-noir graphic novel in Ukraine.

**MARKETING AWARDS - INDUSTRY**

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- *Effie Ukraine Awards*
  - Democratic Alliance party, business challenge, 2014.
  - Democratic Alliance party, political campaign, 2014.
  - Democratic Alliance party, small budget, 2014.
- *X-Ray Marketing Awards*
  - Samsung, best international brand in Ukraine, 2012.
- *KomMissia, VIII Moscow International Comics Festival*
  - "Hazard" graphic novel, album of the year, 2009.

- “Hazard” graphic novel, Allcomics.ru special prize, 2009.
- *Choice of the Year in Ukraine*
  - Orbit, best chewing gum, 2003-2006.
- *Kyiv Professional Beer Festival*
  - Chernomor, two gold and one silver medals, 2001.

## DOCTORAL COURSEWORK

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### Substantive

- |  |                   |
|--|-------------------|
| ● Marketing Theory and Critical Analysis | Ahmet H. Kirca    |
| ● International Business Theory          | Ahmet H. Kirca    |
| ● Marketing Relations                    | Douglas E. Hughes |
| ● Marketing Strategy                     | G. Tomas M. Hult  |
| ● Pro-seminar in Marketing               | G. Tomas M. Hult  |

### Methods

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|--|------------------------|
| ● Statistical Models in Marketing              | Roger J. Calantone     |
| ● Research Design in Marketing                 | Clay M. Voorhees       |
| ● Organizational Research Methods              | John R. Hollenbeck     |
| ● Advanced Organizational Research Methods     | Brent A. Scott         |
| ● Introduction to Econometric Methods          | Stephen A. Woodbury    |
| ● Advanced Econometric Methods                 | Timothy J. Vogelsang   |
| ● Quantitative Methods in Educational Research | Spyros Konstantopoulos |
| ● Quantitative Methods in Public Policy        | Leslie E. Papke        |

## PROFESSIONAL DEVELOPMENT

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- Machine Learning Methods in Business and Economics Research, Anjana Susarla, 2022.
- Colleges Online Learning Academy (COLA), Michigan State University, 2021.
- Python: Web-Scraping and Data-Cleaning for Research, Noah Stoffman, 2021.
- AIB 2020 Research Workshop: Introduction to Meta-Analysis, Ahmet H. Kirca, 2020.
- R Skills for Data Science: MSU CSTAT Certificate Course, Marianne Huebner, 2020.
- Summer Online Instruction Readiness for Educational Excellence (SOIRE), Michigan State University, 2020.
- Theory Construction Workshop, Ajay K. Kohli, 2019.
- Early Summer Tutorial in Modern Applied Tools of Econometrics (ÊSTIMATE), Jeffrey M. Wooldridge & Timothy J. Vogelsang, 2018.

## MEDIA COVERAGE AND INTERVIEWS - ACADEMIA

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- [Broad College of Business](#), MSU’s International Business Center hosts inaugural case competition, November 2021.
- [MSU-CIBER](#), Broad students compete at BisNet IB case competition, November 2020.
- [Broad College of Business](#), Doctoral candidate receives grant for sales and marketing research, November 2019.
- [PRLog](#), Sales Education Foundation Awards \$15,000 in 2019 Sales Research Grant Program, July 2019.

## **MEDIA COVERAGE AND INTERVIEWS - INDUSTRY**

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- [Ain.ua](#), Samsung Electronics partnership with Biennale “Arsenale 2012,” May 2012.
- [Novy](#) (national TV), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Viva!](#), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Sostav.ua](#), Interview with the marketing director of Samsung Electronics, January 2012.
- [Marketing Media Review](#), Interview with Samsung’s marketing director, December 2011.
- [Sostav.ua](#), New marketing director at Samsung Electronics, November 2011.
- [AdReport](#), Wrigley’s new media agency, December 2005.
- [New Marketing](#), Tactical methods of product withdrawal from the market, January 2004.
- [Just-Drinks](#), Efes Ukraine to boost output by 150%, April 2002.

## **PROFESSIONAL AFFILIATIONS**

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- American Marketing Association (AMA).
- Academy of International Business (AIB).
- Product Development and Management Association (PDMA).
- NASBITE International.
- Procter and Gamble (P&G) Alumni Network.

## **INTERNATIONAL EXPERIENCE**

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- Managed business projects across ~20 countries.
- Traveled to ~40 countries.

## **LANGUAGES**

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- English, Russian, Ukrainian.

## **REFERENCES**

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### **Ahmet H. Kirca**

Associate Professor of Marketing  
Director of International Business Center and  
Center of International Business Research (CIBER)  
Doctoral Program Co-Director in Marketing  
Broad College of Business, Michigan State University  
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### **Suman Basuroy**

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